

## EMPLOYEE ENGAGEMENT AND ORGANIZATION GROWTH: INSIGHTS FROM COIMBATORE LOGISTICS SECTOR

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### ABSTRACT:

Since there are many different ways to define employee engagement, each organization has its own definition based on its own language, expertise, and culture. Employee engagement refers to the relationship between the employee and the company. An engaged employee is one who is completely preoccupied with and passionate about their work and who therefore takes proactive measures to advance the reputation and interests of the organization. Engagement is a more powerful predictor of positive organizational performance, demonstrating the two-way link between employer and employee. Engaged employees go above and above the terms of their employment contract because they are emotionally invested in their company, very committed in their work, and enthusiastic about the success of their employer.

**Key Words – Employee Engagement, Commitment, Relationship, Organizational Performance.**

### INTRODUCTION :

Companies with their engaged personnel are more outstanding. Employees are happy and absorbed in their work therefore they're additionally to stay around. Engaged workers can hold their networks and refer high talent into the organization. Client loyalty will increase because of the complementary quality and duty that comes from engaged employees. Because they are aware of their role and purpose within the organization and how their actions might impact the success of the firm, engaged employees are more inclined to consider the larger picture. All of this has an effect on how quickly your business expands. Employees are a vital part of every firm. The organization's competitiveness and viability depend heavily on its workforce. The management of human resources, in general, and keeping people interested in their work, in particular, has emerged as the most delicate aspects that play a critical role in the success of the firm today. Employee engagement is one of an organization's most significant assets. High levels of employee engagement encourage talent retention, develop customer loyalty, and enhance organizational performance in domestic and international logistics organizations. Managing the various feelings, emotions, and psychological states of the employees is the only way to successfully manage employee engagement. Employee engagement and effort to accomplish organizational goals and objectives are key factors in determining an organization's success.

### EMPLOYEE ENGAGEMENT :

**David Macleod** states "This is about how we create the conditions in which employees offer more of their capability and potential". Employee engagement is the degree to which workers are devoted to the company, enthusiastic about their work, and willing to go above and beyond. Employee engagement measures how dedicated a worker is to assisting their organization in achieving its objectives. All firms need strong employee engagement initiatives because they improve work environments, lower staff turnover, boost productivity, foster better working relationships with clients, and have a positive influence on bottom lines.

## REVIEW OF LITERATURE :

(Soni, 2013) Since that soni's evaluation "Employee Engagement" has been a hot topic in the corporate circles. It is a buzz word that employers think they understand, but face difficulties and challenges while practicing. Many organizations copy 'Employee Engagement' activities from the best practices, looking at the benefits enjoyed by their competitors? However, most lose track after a few strides ahead. Employee Engagement cannot be a cosmetic intervention in enhancing commitment towards job, motivation or productivity. Corporate culture has an important role in enduring positive impact of such engagement programs."

Davia Budrience and Danuta Diskience (2020) stated that in their study Employee engagement emphasizes the importance of employee communication on the success of a business. An organization should realize the importance of employees, more than any other variable, as the most powerful contributor to an organization's competitive position. Organizations and employees share a symbiotic relation, where both are dependent on each other to satisfy their needs and goal.

Robinson (2006), according to him employee engagement can be achieved through the creation of an organizational environment where positive emotions such as involvement and pride are encouraged, resulting in improved organizational performance, lower employee turnover and better health

## STATEMENT OF THE PROBLEM

Every company depends on the engaged employees, without their contribution the companies doesn't attain their goals. This study aims to investigate whether employee engagement may maximize business growth while also increasing profit, customer satisfaction, and brand maintenance. The main purpose of this study is to determine whether employees are being motivated by various prospectuses and whether that motivation results in employee engagement in particular logistics organizations.

## OBJECTIVE OF THE STUDY:

1. To know the demographic profile of the skilled employees of select logistics companies in Coimbatore city.
2. To study the employee engagement of select logistics companies growth in Coimbatore city.
3. To offer suggestions and conclusions of the study.

## RESEARCH METHODOLOGY:

### Sources of Data :

The study considers the primary data. The required data for the study is collected and compiled from skilled workers (respondent) for the period from November 2022 to December 2022 which is a reliable and empowered database conducted with Interview schedule method. In addition to this, supportive data is collected from the business world, business India, books, journals, library and various newspapers.

### Techniques of Analysis:

The study analyzes the Impact of employee's engagement on growth of select logistics companies in Coimbatore city alone. Further, a comprehensive analysis is carried by applying statistical techniques namely Percentage analysis and Analysis of Variance applied for assess the association between select demographic variables and work engagement.

### Sampling:

As the complete source list of all the logistic companies is not available, the data for this study is selected based on purposive sampling method, among the companies listed with major role play in Coimbatore city such as namely, 1. toben logistics solutions pvt ltd, 2. sarvam logistics India pvt ltd, 3. Consolidated shipping line india private limited, 4. joveens logistics & services i pvt ltd, 5. jeena & company, 6. broekman

logistics india private limited, 7. chetak logistics ltd, 8. patel integrated logistics limited, 9. Atlas logistics, 10.fouress logistics private ltd.

## ANALYSIS AND INTERPRETATION:

**Table - 1**

**Gender wise Analysis of the skilled employees of select logistics companies in Coimbatore City**

|       |        | Frequency | Percent |
|-------|--------|-----------|---------|
| Valid | Male   | 23        | 46.0    |
|       | Female | 27        | 54.0    |
|       | Total  | 50        | 100.0   |

Source: Primary Data

Table – 1 exhibit that thegender wise demographic profile of the skilled employees of select logistics companies in Coimbatore City during the study period. The 54 per cent of the respondents were in the female and remaining 46 per cent of the respondents were in the male. Its shows that majority of the respondents belongs to female.

**Table - 2**

**Age wise Analysis of the skilled employees of select logistics companies in Coimbatore City**

|       |                    | Frequency | Percent |
|-------|--------------------|-----------|---------|
| Valid | 18 to 35 Years     | 11        | 22.0    |
|       | 36-40 Years        | 3         | 6.0     |
|       | 41-45 Years        | 16        | 32.0    |
|       | 46-50 Years        | 10        | 20.0    |
|       | 51-55 Years        | 7         | 14.0    |
|       | 59 Years and Above | 3         | 6.0     |
|       | Total              | 50        | 100.0   |

Source: Primary Data

Table – 2 exhibit that the age wise demographic profile of the skilled employees of select logistics companies in Coimbatore City during the study period. The highest value of 32 per cent of the respondents were belongs to 41-45 years followed by the value of 22 per cent of the respondents are belongs to 18-35 years. The lowest value of 6 per cent of the respondents belongs to 36-40 years and 59 years and above.

**Table - 3**

**Educational Qualification wise Analysis of the skilled employees of select logistics companies in Coimbatore City**

|       |                            | Frequency | Percent |
|-------|----------------------------|-----------|---------|
| Valid | Primary School             | 11        | 22.0    |
|       | Higher Secondary / Diploma | 9         | 18.0    |
|       | Undergraduate              | 8         | 16.0    |
|       | Postgraduate               | 19        | 38.0    |

|  |                     |           |              |
|--|---------------------|-----------|--------------|
|  | <b>Professional</b> | <b>3</b>  | <b>6.0</b>   |
|  | <b>Total</b>        | <b>50</b> | <b>100.0</b> |

Source: Primary Data

Table – 3 exhibit that the educational qualification wise demographic profile of the skilled employees of select logistics companies in Coimbatore City during the study period. The value of 38 per cent of the respondents belongs to Postgraduate (PG) and lowest 6 per cent of the respondents belongs from professionals. It shows the majority of the respondents come under the category of Post Graduate (PG)

**Table - 4**  
**Monthly Incomewise Analysis of the skilled employees of select logistics companies in Coimbatore City**

|       |                             | <b>Frequency</b> | <b>Percent</b> |
|-------|-----------------------------|------------------|----------------|
| Valid | <b>Less than Rs. 15,000</b> | 25               | 50.0           |
|       | <b>Rs.15,001- Rs.25,000</b> | 5                | 10.0           |
|       | <b>Rs.25,001- Rs.35,000</b> | 18               | 36.0           |
|       | <b>More than Rs.35,001</b>  | 2                | 4.0            |
|       | <b>Total</b>                | <b>50</b>        | <b>100.0</b>   |

Source: Primary Data

Table – 4 exhibit that the monthly income wise demographic profile of the skilled employees of select logistics companies in Coimbatore City during the study period. The value of 50 per cent of the respondents belongs to less than Rs 15,000 and lowest 4 per cent of the respondents belongs from more than Rs.35, 001. It shows the majority of the respondents comes under the Less than Rs. 15,000.

**ANOVA test for demographic profile (Gender) and employee engagement on growth of select logistics companies in Coimbatore city**

**Table - 1**

| <b>ANOVA</b>             |                |                       |           |                    |          |                |
|--------------------------|----------------|-----------------------|-----------|--------------------|----------|----------------|
|                          |                | <b>Sum of Squares</b> | <b>df</b> | <b>Mean Square</b> | <b>F</b> | <b>P Value</b> |
| Communication            | Between Groups | 1.794                 | 1         | 1.794              | 3.963    | <b>.052</b>    |
|                          | Within Groups  | 21.726                | 48        | .453               |          |                |
|                          | Total          | 23.520                | 49        |                    |          |                |
| Role Clarity             | Between Groups | .057                  | 1         | .057               | .175     | .678           |
|                          | Within Groups  | 15.623                | 48        | .325               |          |                |
|                          | Total          | 15.680                | 49        |                    |          |                |
| Training and Development | Between Groups | 1.340                 | 1         | 1.340              | 1.585    | .214           |
|                          | Within Groups  | 40.580                | 48        | .845               |          |                |
|                          | Total          | 41.920                | 49        |                    |          |                |
| Commitment               | Between Groups | 1.674                 | 1         | 1.674              | 3.587    | <b>.054</b>    |
|                          | Within Groups  | 22.406                | 48        | .467               |          |                |
|                          | Total          | 24.080                | 49        |                    |          |                |

Source: Primary Data

Table – 1 denote the ANOVA test for demographic profile (gender) and employee engagement on growth of select logistics companies in Coimbatore city during the study period. As far as gender is concerned the *Communication (.052) and Commitment (.054)* have the p-value which is less than the 5 per cent significant level. That means there is a significant association between the gender and employee engagement on growth of select logistics companies in Coimbatore city. Rest of the variables is not significant.

**ANOVA test for demographic profile (Age) and employee engagement on growth of select logistics companies in Coimbatore city**

**Table - 2**

| ANOVA                    |                |                |    |             |       |             |
|--------------------------|----------------|----------------|----|-------------|-------|-------------|
|                          |                | Sum of Squares | df | Mean Square | F     | P Value     |
| Communication            | Between Groups | 3.284          | 5  | .657        | 1.428 | .233        |
|                          | Within Groups  | 20.236         | 44 | .460        |       |             |
|                          | Total          | 23.520         | 49 |             |       |             |
| Role Clarity             | Between Groups | 1.168          | 5  | .234        | .708  | .620        |
|                          | Within Groups  | 14.512         | 44 | .330        |       |             |
|                          | Total          | 15.680         | 49 |             |       |             |
| Training and Development | Between Groups | 8.714          | 5  | 1.743       | 2.309 | <b>.040</b> |
|                          | Within Groups  | 33.206         | 44 | .755        |       |             |
|                          | Total          | 41.920         | 49 |             |       |             |
| Commitment               | Between Groups | 2.253          | 5  | .451        | .908  | .484        |
|                          | Within Groups  | 21.827         | 44 | .496        |       |             |
|                          | Total          | 24.080         | 49 |             |       |             |

Source: Primary Data

Table – 2 denote the ANOVA test for demographic profile (Age) and employee engagement on growth of select logistics companies in Coimbatore city during the study period. As far as Age is concerned the *Training and development (.040)* have the p-value which is less than the 5 per cent significant level. That means there is a significant association between the Age and employee engagement on growth of select logistics companies in Coimbatore city. Rest of the variables is not significant.

**ANOVA test for demographic profile (Educational Qualification) and employee engagement on growth of select logistics companies in Coimbatore city**

**Table - 3**

| ANOVA         |                |                |    |             |       |         |
|---------------|----------------|----------------|----|-------------|-------|---------|
|               |                | Sum of Squares | df | Mean Square | F     | P Value |
| Communication | Between Groups | 3.260          | 4  | .815        | 1.810 | .066    |
|               | Within Groups  | 20.260         | 45 | .450        |       |         |
|               | Total          | 23.520         | 49 |             |       |         |

|                          |                |        |    |      |       |      |
|--------------------------|----------------|--------|----|------|-------|------|
| Role Clarity             | Between Groups | .723   | 4  | .181 | .544  | .704 |
|                          | Within Groups  | 14.957 | 45 | .332 |       |      |
|                          | Total          | 15.680 | 49 |      |       |      |
| Training and Development | Between Groups | 2.311  | 4  | .578 | .656  | .625 |
|                          | Within Groups  | 39.609 | 45 | .880 |       |      |
|                          | Total          | 41.920 | 49 |      |       |      |
| Commitment               | Between Groups | 2.522  | 4  | .630 | 1.316 | .279 |
|                          | Within Groups  | 21.558 | 45 | .479 |       |      |
|                          | Total          | 24.080 | 49 |      |       |      |

Table – 3 denote the ANOVA test for demographic profile (Education Qualification) and employee engagement on growth of select logistics companies in Coimbatore city during the study period. As far as all the variables have the p-value which is more than the 5 per cent significant level. That means there is a no significant association between the Education Qualification and employee engagement on growth of select logistics companies in Coimbatore city. Rest of the variables is not significant.

**ANOVA test for demographic profile (Monthly Income) and employee engagement on growth of select logistics companies in Coimbatore city**

**Table – 4**

| ANOVA                    |                |                |    |             |       |             |
|--------------------------|----------------|----------------|----|-------------|-------|-------------|
|                          |                | Sum of Squares | df | Mean Square | F     | P Value     |
| Communication            | Between Groups | .869           | 3  | .290        | .588  | .626        |
|                          | Within Groups  | 22.651         | 46 | .492        |       |             |
|                          | Total          | 23.520         | 49 |             |       |             |
| Role Clarity             | Between Groups | .240           | 3  | .080        | .238  | .869        |
|                          | Within Groups  | 15.440         | 46 | .336        |       |             |
|                          | Total          | 15.680         | 49 |             |       |             |
| Training and Development | Between Groups | .336           | 3  | .112        | .124  | .946        |
|                          | Within Groups  | 41.584         | 46 | .904        |       |             |
|                          | Total          | 41.920         | 49 |             |       |             |
| Commitment               | Between Groups | 2.940          | 3  | .980        | 2.132 | <b>.004</b> |
|                          | Within Groups  | 21.140         | 46 | .460        |       |             |
|                          | Total          | 24.080         | 49 |             |       |             |

Table – 4 denote the ANOVA test for demographic profile (Monthly Income) and employee engagement on growth of select logistics companies in Coimbatore city during the study period. As far as Monthly Income is concerned the **Commitment (.004)** have the p-value which is less than the 5 per cent significant level. That means there is a significant association between the Age and employee engagement on growth of select logistics companies in Coimbatore city. Rest of the variables is not significant.

#### SUGGESTIONS:

- This study reveals that there is a strong and high positive association between employee engagement, and organizational performance.
- It was founded with the help of ANOVA test demographic profile of the Gender, Age, Monthly Income has attain the positive relationship between engagement and growth of the logistics company.
- The demographic profile of the Education Qualification is more than 5 % of significant level so that it does not attain engagement level of contribution by the select logistics companies.

#### CONCLUSION:

As past research studies have shown, employee engagement at work may be a motivating factor for employees to contribute to higher organizational performance in terms of achieving the desired goals. Higher organizational performance is assured the more employee engagement is put to use. In the sector of logistics, the present study makes an effort to assess the crucial link between employee engagement and organizational success. Employee engagement increases commitment, output, and satisfaction, which improves customer service, fosters innovation, and boosts the organization's overall performance.

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